

Mason County
Quit Line Data Summary
July 1 - September 30, 2003

	County	State
Number of Calls to Quit Line	N = 44	N = 2,935
Percent of Statewide Calls	1.8%	100.0%
Percent of State Population in County¹	0.8%	100.0%
	County %	State %
Gender	N = 44	N = 2,565
Female	72.7%	63.8%
Male	27.3%	36.2%
Race/Ethnicity	N = 41	N = 2,185
People of Color	2.4%	13.0%
White	97.6%	87.0%
Age	N = 44	N = 2,379
Less than 18 years old	0.0%	1.7%
18 - 24 years old	13.6%	15.7%
25 - 34 years old	13.6%	23.3%
35 - 44 years old	22.7%	26.0%
45 years and older	50.0%	33.2%
Education	N = 42	N = 2,267
Did not graduate high school	23.8%	19.5%
High school graduate	28.6%	33.3%
Some college/vocational school	42.9%	35.3%
College graduate	4.8%	11.9%
Caller Type	N = 43	N = 2,685
General Information	2.3%	10.5%
Health care provider	0.0%	3.2%
Tobacco user	97.7%	86.3%
Payer Type	N = 35	N = 1,774
Insured	37.1%	29.4%
Uninsured	34.3%	30.4%
Medicaid	28.6%	40.2%
Heard About	N = 41	N = 2,220
Past caller	14.6%	14.0%
Employer/worksites	7.3%	1.1%
Health care provider	29.3%	29.8%
Television	7.3%	13.7%
Outdoor advertisement (billboard/bus/wall)	4.9%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	2.4%	1.1%
Newspaper/Magazine	0.0%	0.5%
Brochure/Newsletter	2.4%	5.6%
Family or friend	26.8%	24.7%
Health Department	4.9%	4.1%
School	0.0%	0.6%